

City of New London

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March 4, 2010

To: Whom it May Concern

As the Mayor of the City of New London, Connecticut, I speak for the local community in congratulating Bill Humphreys of Bike Guy LLC for his steadfast commitment in bringing **The Whaling City Cyclone Bicycle Race** to our enthusiastic and vibrant city. This top level cycling competition takes place on the Fort Trumbull peninsula over a superbly designed course with stunning water views for racers and fans alike.

Thanks to Bill the appeal for bicycling in Southeastern Connecticut has grown, and in true form to his original theme, "New London Works", the Whaling City Cyclone continues to be a success before the first team rider sets his tire on the starting line.

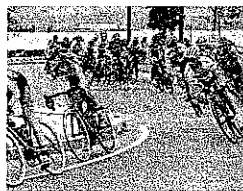
Now approaching its third year, the Cyclone has widespread popularity among national racers, and it has the potential to become a truly international level race. At the local level the event has played a significant role in advancing awareness of cycling as an important part of local transportation, recreation and tourism in Southeastern Connecticut while generating economic opportunities for area businesses.

On another positive note, proceeds raised during the course of the event will benefit Heavy Hitters USA, non-profit organization established in New London whose mission is to provide after school and summer mentoring for at-risk youth with the goal of developing a positive, healthy and conscientious lifestyle through supervised life skills and fitness training programs.

On behalf of the City of New London I encourage you to become a part of the Cyclone team for 2010.

Sincerely,

Mayor Robert M. Pero
City of New London, Connecticut, USA



Competitive cycling promises to bridge the sports marketing gap for mid-sized cities that are unable to afford expensive facilities and attract major sports franchises.

Competitive cycling appeals to a number of contemporary trends and forces. It is photogenic and colorful, fast and exciting. Cycling is international in scope and environmentally sound in its presentation. It rings a bell for preventive health, personal fitness and energy conservation. Cycling allows everyone to participate and they most certainly do.

It is uniquely suited to the needs and capabilities of smaller municipalities. It is portable, inexpensive, relatively easy to organize and stage...and it is electrifying! The riders are powerful, fast and fit, their uniforms and equipment are high tech, colorful and exotic. *They come from all over North America and many have raced all over the world.*

The goals of having such an ongoing community - marketing event in New London will serve to:

- A. To strengthen the communities, incorporating fitness and awakening the appeal for bicycling within southeastern Connecticut.
- B. To promote tourism, the image of New London and New London County
- C To present a visible example to the community of the cooperation between municipal government, and civic groups to organize and conduct a major international sports event.